

What's New in PROTO

**Millions of Anglers Will Want the New
221A Fisherman's Plier and Sheath!**



PROTO has added another exciting product—one that will sell in tremendous volume any place where men and women buy. It is a special all-purpose 6" needle nose plier for fishermen. And it is *really* a "honey"—a perfect gift!

Its long slim jaws are ideal for extracting stubborn hooks, attaching sinkers, fastening either wire or nylon leaders, making flies, and skinning fish. The side cutter easily bites through steel leaders. The plier is handy, too, for repairing reels, outboard motors, etc.

Heavy chrome plating prevents rust from moist air, wet hands and even salt water. Another big feature is a fish motif knurl on the handles, which adds a decorative touch and provides a good grip in wet, slippery hands.

Still more sales appeal has been added by enclosing the glittering plier in a top-grade saddle leather sheath on which "PROTO Fisherman's Plier" is embossed in gold. It has two slits for wearing on a belt, and a strap with button clasp to prevent loss of the plier.



This appealing merchandiser displays six fisherman's plier and sheath sets.

The sheath and plier combination, No. 221A, is packaged in a beautiful red and white gift box. As another aid for securing sales, a vivid, multi-color merchandiser carton is provided that holds six No. 221A sets. It has a stopper headline, shows a big fish, and lists the plier's features and uses. The complete merchandiser with six sets is identified as No. 221B.

Order by this number, and order plenty, because the item's appeal will produce very high sales.

Four More Torquers Greatly Expand Coverage

Addition of two "giants" and two "midgets" increases the available PROTO Torquer models to 16, and creates golden sales opportunities in many more industrial and related fields. With the expanded line (see table below), you can now offer Torquers in 1/4", 3/8", 1/2" and 3/4" drives, and ranging from 5 inch-pounds to 500 foot-pounds.

The new heavy-duty "giants,"

FOOT-POUND TORQUERS

No.	Capacity Ft.-Lbs.	Drive Size	Head Style	Length
6005	5-75	3/8"	Plain	13 1/4"
6006	5-75	3/8"	Ratchet	14 1/16"
6007	5-75	1/2"	Plain	13 1/4"
6008	5-75	1/2"	Ratchet	14 1/16"
6015	10-150	1/2"	Plain	17 1/4"
6016	10-150	1/2"	Ratchet	18 3/4"
*6017	100-500	3/4"	Plain	37"

INCH-POUND TORQUERS

No.	Capacity In.-Lbs.	Drive Size	Head Style	Length
*6061	5-165	1/4"	Plain	8 1/2"
*6063	5-165	3/8"	Plain	8 1/2"
6065	100-750	3/8"	Plain	13 1/4"
6066	100-750	3/8"	Ratchet	14 1/16"
6067	100-750	1/2"	Plain	13 1/4"
6068	100-750	1/2"	Ratchet	14 1/16"
6069	700-1600	1/2"	Plain	17 1/4"
6070	700-1600	1/2"	Ratchet	18 3/4"
*6071	1000-5000	3/4"	Plain	37"

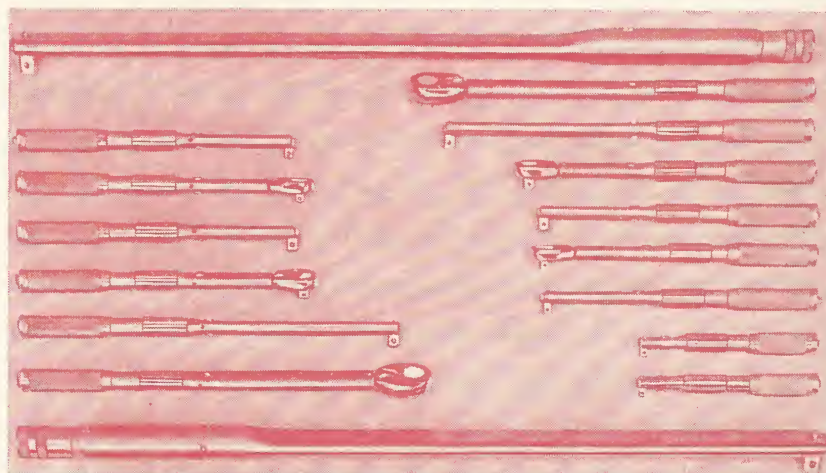
*New Models.

Nos. 6017 and 6071, are plain head, 3/4" drive models, 37" long. No. 6017 has a capacity of 100 to 500 foot-pounds. No. 6071, which meets Air Force Specification MIL-H-4034, has a capacity of 1000 to 5000 inch-pounds. Both have extensive applications in the manufacture and maintenance of aircraft, automobiles, Diesel locomotive engines, other railroad equipment, Diesel engines for trucks, tractors, ships, etc., and various

types of power and construction equipment.

The new 1/4" drive No. 6061 and 3/8" drive No. 6063 "midgets" are plain head, 8 1/2" long models with a capacity of 5 to 165 inch-pounds. They are needed for light torquing of aircraft parts, instruments, automatic transmissions, guided missiles, electronic equipment, etc.

Sell these additions by demonstrating them wherever they are needed and stressing their features.



New Time-Saving 216 Bendix Brake Plier Performs Three Difficult Operations



Almost 90% of the automobiles in use today—including Ford, Mercury, Buick, Pontiac, Oldsmobile, Cadillac, Nash Ambassador, Packard and Lincoln—are equipped with Bendix-type brakes. Therefore, practically every car mechanic needs and will want the new No. 216 Bendix brake plier.

Designed to handle three otherwise difficult jobs both speedily and easily, the 216 is believed to be the only tool on the market that performs all disassembly and assembly operations on Bendix brake shoes after the brake drum is removed. Because it is three tools in one and saves so much time, the 216 is bound to be a high-demand item.

The jaws of the plier are shaped to remove and replace brake shoe hold-down cups. This job is normally very time consuming, since the cups are spring loaded and must be depressed and turned 90 degrees while depressed. With the 216, the removal or replacement of hold-down cups is relatively simple—partly because of the specially shaped jaws and partly because the 11¼" plier has its joint near the nose to provide high leverage.

A cup on the end of one plier handle fits over the anchor pin. A lug attached to this cup lifts the spring off the anchor pin in one easy operation. The other handle end is shaped like a shovel for installing a spring on an anchor pin with a minimum of effort.

To help you acquaint your customers with this new plier, an attractive two-color, jumbo-size post card has been prepared for your use. It points out the superior features of the plier, dramatizes the "three tools in one" advantage, and has space for you to imprint your name. Let us know the quantity you need of this card, No. 5448, and we will send your supply promptly.

An effective counter-type merchandiser carton has also been developed that comes with six pliers. The display portion is similar to the jumbo post card, so that cus-



You can let all of your customers know about the 216 Bendix brake plier with this jumbo post card—yours for the asking. A similar design is used on a merchandiser carton, supplied free with every six pliers.

tomers who receive the card will quickly recognize the merchandiser when they come into your store to buy a plier.

In ordering your stock of the 216, remember that it is a companion item to the 215 plier and does not replace it. The 216 is for Bendix brakes and the 215 is for Lockheed brakes, so they may be considered as indispensable twins for most mechanics.

Low-Priced, High-Quality Midget Ignition Plier 230 Has Huge Sales Potential



To provide a midget slip joint ignition plier for price-conscious buyers, PROTO now offers the No. 230. Its price is roughly 61% that of the No. 235.

The new No. 230 is exactly like the No. 235 except for finish. Instead of being chrome plated, as the 235 is, it is protected from rust by a Parco-Lubrite finish. Jaws and flat handle surfaces are polished.

All of the improvements made recently in the 235 are included also in the 230. As mentioned in a



4977



4978

New Allen-Type Wrench Sets Have Big Market

Two sets of seven hexagon keys for turning Allen head, socket head and hollow head set screws have been added to the previously announced Allen-type sockets. These tools have countless applications in the assembly of machinery, instruments, radio and television sets, and other electronic equipment.

Set No. 4977 has seven plated L-shaped keys in a handy translucent plastic case. Set No. 4978 holds seven straight keys in an open metal case that is used like a pocket knife. The sizes in each are listed in the table below.

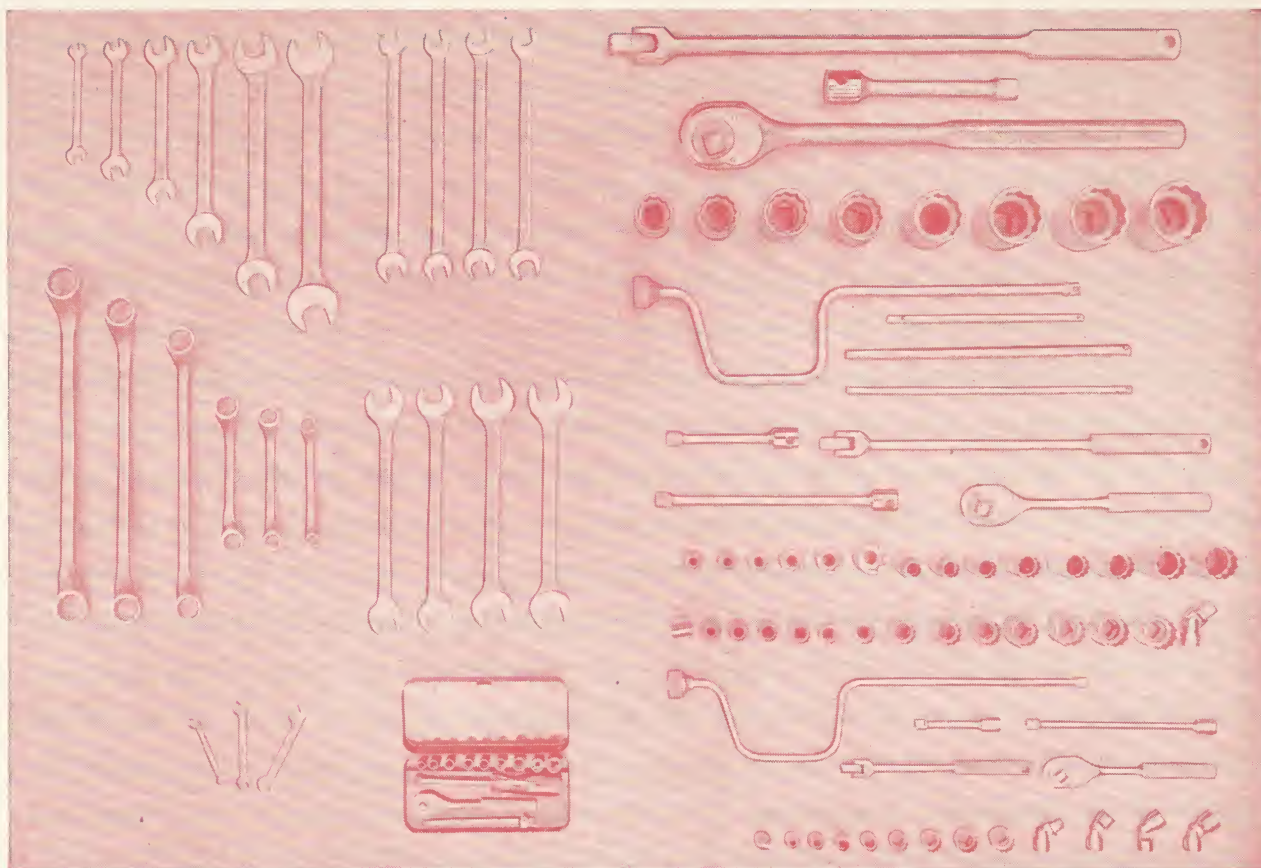
Sizes in 4977		Sizes in 4978	
Hexagon Size	Fits Set Screw	Hexagon Size	Fits Set Screw
5/64"	No. 8	.050"	No. 4
3/32"	No. 10	1/16"	Nos. 5, 6
1/8"	1/4"	5/64"	No. 8
5/32"	5/16"	3/32"	No. 10
3/16"	3/8"	1/8"	1/4"
7/32"	7/16"	5/32"	5/16"
1/4"	1/2"	3/16"	3/8"

PROTO means PROFESSIONAL TOOLS

previous issue, the jaws were made heavier to take greater strains, the handles and the sections near the bolt were "beefed up" to increase their strength, and the contour of the handles was modified to provide a more comfortable grip.

The 4½" 230 is designed for ignition and carburetor work, but is ideal for any job where thin, narrow jaws are needed. It has three jaw-opening adjustments, and it is light and convenient to use.

The black finished 230 is a perfect supplement for the chrome plated 235, and both should sell in big volume. To capitalize on their popularity, you will want to make sure that you have an ample stock of both pliers.



9906 Master Wrench Set Handles Most Nut Turning Jobs

One of the most useful of the nine new master tool sets introduced by PROTO is the No. 9906 master wrench set. Containing five types of end wrenches and sockets with attachments in four drive sizes, it will handle a vast majority of all nut and bolt turning jobs. The set was designed originally to meet military requirements. It includes 102 items.

Contents of No. 9906 Set

No.	Description
3020	Open End Wrench, $\frac{5}{16}$ " x $\frac{3}{8}$ " Ops.
3025	Open End Wrench, $\frac{7}{16}$ " x $\frac{1}{2}$ " Ops.
3030	Open End Wrench, $\frac{9}{16}$ " x $\frac{5}{8}$ " Ops.
3035	Open End Wrench, $\frac{11}{16}$ " x $\frac{3}{4}$ " Ops.
3040	Open End Wrench, $\frac{13}{16}$ " x $\frac{7}{8}$ " Ops.
3045	Open End Wrench, $\frac{15}{16}$ " x 1" Ops.
3426 (2)	Tappet Wrench, $\frac{1}{2}$ " x $\frac{9}{16}$ " Ops.
3430 (2)	Tappet Wrench, $\frac{9}{16}$ " x $\frac{5}{8}$ " Ops.
3435 (2)	Tappet Wrench, $\frac{11}{16}$ " x $\frac{3}{4}$ " Ops.
3440 (2)	Tappet Wrench, $\frac{13}{16}$ " x $\frac{7}{8}$ " Ops.
3215	Midget Open End Wr., $\frac{7}{32}$ " x $\frac{1}{4}$ "
3220	Midget Open End Wr., $\frac{9}{32}$ " x $\frac{5}{16}$ "
3225	Midget Open End Wr., $\frac{11}{32}$ " x $\frac{3}{8}$ "
8160	Short Offset Box Wr., $\frac{3}{8}$ " x $\frac{7}{16}$ "
8161	Short Offset Box Wr., $\frac{1}{2}$ " x $\frac{9}{16}$ "
8162	Short Offset Box Wr., $\frac{5}{8}$ " x $\frac{11}{16}$ "
8183	Long Offset Box Wr., $\frac{3}{4}$ " x $\frac{25}{32}$ "
8184	Long Offset Box Wr., $\frac{13}{16}$ " x $\frac{7}{8}$ "
8185	Long Offset Box Wr., $\frac{15}{16}$ " x 1"
$\frac{1}{4}$" Square Drive Items	
4700B	Socket Set with Nine Sockets ($\frac{7}{32}$ " to $\frac{7}{16}$ " Openings), Three Handles, and Steel Box
$\frac{3}{8}$" Square Drive Items	
5210H	Socket, 6-Point, $\frac{5}{16}$ " Opening
5212	Socket, 12-Point, $\frac{3}{8}$ " Opening
5214	Socket, 12-Point, $\frac{7}{16}$ " Opening

No.	Description
5216	Socket, 12-Point, $\frac{1}{2}$ " Opening
5218	Socket, 12-Point, $\frac{9}{16}$ " Opening
5220	Socket, 12-Point, $\frac{5}{8}$ " Opening
5222	Socket, 12-Point, $\frac{11}{16}$ " Opening
5224	Socket, 12-Point, $\frac{3}{4}$ " Opening
5244	Screwdriver Socket, $\frac{5}{8}$ " Bit
5275	Universal Socket, 12-Pt., $\frac{1}{2}$ " Op.
5276	Universal Socket, 12-Pt., $\frac{9}{16}$ " Op.
5277	Universal Socket, 12-Pt., $\frac{5}{8}$ " Op.
5249	Reversible Ratchet, 7" Long
5265	Hinge Handle, 7 $\frac{3}{8}$ " Long
5280	Speed Handle, 16 $\frac{7}{8}$ " Long
5260	Extension, 3 $\frac{1}{2}$ " Long
5261	Extension, 7 $\frac{1}{2}$ " Long
5270	Universal Joint
$\frac{1}{2}$" Square Drive Items	
5340	Deep Socket, 12-Pt., $\frac{1}{2}$ " Opening
5341	Deep Socket, 12-Pt., $\frac{9}{16}$ " Opening
5343	Deep Socket, 12-Pt., $\frac{5}{8}$ " Opening
5345	Deep Socket, 12-Pt., $\frac{3}{4}$ " Opening
5347	Deep Socket, 12-Pt., $\frac{13}{16}$ " Opening
5348	Deep Socket, 12-Pt., $\frac{7}{8}$ " Opening

No.	Description
5351	Deep Socket, 12-Pt., 1" Opening
5353	Deep Socket, 12-Pt., 1 $\frac{1}{8}$ " Opening
5412S	Socket, 8-Point, $\frac{3}{8}$ " Opening
5414	Socket, 12-Point, $\frac{7}{16}$ " Opening
5414S	Socket, 8-Point, $\frac{7}{16}$ " Opening
5416	Socket, 12-Point, $\frac{1}{2}$ " Opening
5416S	Socket, 8-Point, $\frac{1}{2}$ " Opening
5418	Socket, 12-Point, $\frac{9}{16}$ " Opening
5418S	Socket, 8-Point, $\frac{9}{16}$ " Opening
5419	Socket, 12-Point, 1 $\frac{1}{32}$ " Opening
5420	Socket, 12-Point, $\frac{5}{8}$ " Opening
5420S	Socket, 8-Point, $\frac{5}{8}$ " Opening
5422	Socket, 12-Point, $\frac{11}{16}$ " Opening
5424	Socket, 12-Point, $\frac{3}{4}$ " Opening
5424S	Socket, 8-Point, $\frac{3}{4}$ " Opening
5425	Socket, 12-Point, 1 $\frac{1}{32}$ " Opening
5426	Socket, 12-Point, 1 $\frac{1}{16}$ " Opening
5428	Socket, 12-Point, $\frac{7}{8}$ " Opening
5430	Socket, 12-Point, 1 $\frac{1}{16}$ " Opening
5432	Socket, 12-Point, 1" Opening
5434	Socket, 12-Point, 1 $\frac{1}{4}$ " Opening
5446	Screwdriver Socket, $\frac{15}{16}$ " Bit
5300PH	Pin Handle, 8" Long
5449	Reversible Ratchet, 10 $\frac{1}{4}$ " Long
5466PH	Pin Handle, 11 $\frac{1}{2}$ " Long
5467	Hinge Handle, 15" Long
5480	Speed Handle, 18" Long
5461	Extension, 5" Long
5463	Extension, 10" Long
5470	Universal Joint
$\frac{3}{4}$" Square Drive Items	
5536	Socket, 12-Point, 1 $\frac{1}{8}$ " Opening
5540	Socket, 12-Point, 1 $\frac{1}{4}$ " Opening
5544	Socket, 12-Point, 1 $\frac{3}{8}$ " Opening
5546	Socket, 12-Point, 1 $\frac{7}{16}$ " Opening
5548	Socket, 12-Point, 1 $\frac{1}{2}$ " Opening
5552	Socket, 12-Point, 1 $\frac{5}{8}$ " Opening
5556	Socket, 12-Point, 1 $\frac{3}{4}$ " Opening
5558	Socket, 12-Point, 1 $\frac{13}{16}$ " Opening
5649	Reversible Ratchet, 20" Long
5668	Hinge Handle, 22" Long
5668PH	Pin Handle, 12" Long
5661	Extension, 8" Long

Ten Master Tool Sets Available

With nine large sets added to the No. 9989C, you can now offer ten master tool sets to your customers. Two master wrench sets and two mechanics standard sets are described in this issue. The details of three master industrial sets and two diesel maintenance sets will be given in the next issue.